

## **fbb launches special Dasara collection with the mesmerizing Pranita Subhash**

**Hyderabad, 20<sup>th</sup> September 2017:** Keeping up with the festive celebrations **fbb**, the fashion destination by Future Group launched a special Dasara collection for ladies, men and kids. The new collection was unveiled by Tollywood diva Pranita Subhash through a starry event at the fbb Big Bazaar store at Ameerpet in Hyderabad.

Offering a wide range to choose from, the Dasara collection comprises of all clothing needs right from classy heavy ethnic wear like elegant churidhar, kurtis, to trendy fusion wear, to comfortable & colorful casual wear for everyone including women, men and kids.

Speaking about the launch **Rajesh Seth, COO at fbb**, says, “India is a land where one gets a chance to celebrate many festivals which means a lot of gatherings with friends and families. As a brand fbb will always ensure that we offer the best and latest of fashion so that such get-togethers are fondly remembered for a lifetime.”

Sharing her views on the new collection the beautiful **Pranita Subhash** says, “The new collection at fbb is extremely stylish and at the same time has the traditional appeal. It has something to offer for kids, women and men. I am sure that the new range will make the auspicious occasion like Dasara a memorable one.”

The Dasara collection is available at fbb Big Bazaar store at Ameerpet in Hyderabad.

### **About fbb**

fbb has been the face of affordable fashion destinations in India since 2008. With a mission to make India ‘Thoda Aur Stylish’, its philosophy reinstates the fact that it doesn’t cost much to be stylish with fbb. It believes in aspirational value fashion. From business meeting to casual resort wear, from versatile ethnics to comfortable home wear, fbb creates exclusive merchandise for its audience under its own private labels. With a wide variety to choose from, fbb has something in store for everyone. fbb targets a youthful audience in India that wishes to stay synonymous with current trends. The brand has 288 stores including 54 standalone stores spreads across all the metro cities, mini metros and also penetrates well in tier-II cities.

### **FOR MORE INFORMATION, CONTACT:**

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